

THE TRANSPORTATION LINK



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May 2000



Luz Araoz Hopewell
*Director of the
Office of Small and
Disadvantaged*

This is the time of year when we ask you — our valued customer — to provide feedback on our service for last year, by completing a short questionnaire located inside these pages.

This is *our* report card! And like a report card, the feedback you provide tells us in what services we are doing well and where we might need improvement.

We take your feedback very seriously. It is used to help us plan how we will direct our resources and our efforts in the upcoming year as we plan the services to be provided under each of OSDBU's four lines of business; Advocacy, Outreach, Financial Services and Organizational Management. So please, take the time to share your thoughts with us.

Congratulations to Alphatech Corporation, our success story this month. They showed us what a critical role customer service can take in helping a small business grow.

May is recognized as Asian Pacific American Heritage Month celebrating the historical contributions of Asian Pacific Americans to our culture heritage. I hope you will take the opportunity this month to learn more about their legacy and their rich culture, both past and present.

Customer Service is Our Top Priority

Every spring at the Office of Small and Disadvantaged Business Utilization (OSDBU) we reevaluate how we are serving you, our customers.

The mission of our office is "To promote customer satisfaction through successful partnerships that result in an inclusive and effective small business procurement process." We are here to assist the Department of Transportation's (DOT) small business customers to compete for—and win—transportation-related contracts. To fulfill this objective, we are committed to providing the highest level of customer service available to small businesses anywhere in federal government.

Our emphasis on customer service reflects the vision that is defined in the *Values Statement* of DOT's *Strategic Plan*. There, Secretary of Transportation, Rodney Slater, pledges that the Department will strive to, "*Listen to, learn from, and collaborate with our customers on how best to address their needs.*"

The Department's strategic plan emphasizes a ONE DOT management concept, projecting the melding of a unified DOT, capable of acting as an integrated, purposeful leader to optimize transportation efficiency and effectiveness. OSDBU is committed to the ultimate purpose of ONE DOT—to build a transportation system that is "international in reach, intermodal in form, intelligent in character, and inclusive in nature."



OSDBU's National Information Clearinghouse

In an effort to be accessible to all small, woman-owned, and disadvantaged businesses, OSDBU provides a National Information Clearinghouse or *NIC*. The *NIC*'s customer service representatives are ready to answer your inquiries on normal business days from 9 to 5 Eastern Standard Time. The toll-free number is (800) 532-1169. Our customer service staff responds to an average of 850 phone calls per month.

Our customer service representatives are committed to respond to your inquiries quickly and politely. If you call when they are helping other customers, you can leave a voice message that will be returned by the next business day. If you request to have materials mailed to you, the customer service representatives will mail out available materials within three business days.

For specific requests that require the assistance of small business specialists, the *NIC* customer service representatives will transfer your call to one of the OSDBU

OSDBU

Office of Small
and Disadvantaged
Business Utilization

wants to hear from you!! Call us toll-free at 1 800 532-1169 with questions or comments about this newsletter or our web site. The Transportation Link's content may be reprinted without permission.



**Calvin Toler -
Customer Service
Representative**

business specialists with appropriate expertise. If that specialist is not immediately available, they will make every effort to respond to your inquiry within one business day.

OSDBU Business Specialists

OSDBU Business Specialists provide counseling on a variety of issues including how to market DOT for contracting opportunities; how to become certified under the DOT Disadvantaged Business Enterprise (DBE) program; the basic procedures of government contracting; and providing appropriate points of contact at the Federal, state and local levels.

Moreover, Business Specialists address inquiries on OSDBU programs including the Bonding Assistance Program and Short Term Lending Program, dispute resolution, and related topics. OSDBU's Business Specialists are committed to responding to inquiries with courteous and prompt service within one business day.

Web Site

While the NIC representatives are available to answer your phone inquiries during normal business hours, the OSDBU web site (<http://osdbuweb.dot.gov>) is available for you; use 24 hours a day, seven days a week. The information we provide on our web site is continually being updated. No time is required to mail materials out to you, and the information is always the most current.

The DOT OSDBU web site was recently redesigned to provide information to our



customers in a more user-friendly manner. Included is information on OSDBU's four lines of business, how to market DOT, contract opportunities, regulatory issues including the DOT Disadvantaged Business enterprise (DBE) program, our monthly newsletter called the *Transportation Link*, hyperlinks to related web sites, and news of interest to the OSDBU community.

A search engine and site map are provided to help you find the information you need. Our web site is continually updated to provide you with the most current information possible.

Fax On-Demand

The NIC toll-free number also includes an option for the OSDBU Fax On-Demand service. The Fax On-Demand system conveniently "walks" you through requesting a directory of all documents that can be ordered through the Fax On-Demand system so you can order documents that address your specific needs. Through this service, your requested documents are faxed to the number that you specify at your home or



office 24-hours a day. This service is especially popular with businesses that have access to a fax machine, but may not have access to the OSDBU website.

Feedback

To better serve our customers, we have included a *Feedback* section on our web site at <http://osdbuweb.dot.gov/about/feedback.html>. Customers can go there to fill out a quick questionnaire evaluating OSDBU services, or they



can type in an e-mail comment or inquiry. Our goal is to respond to each of these Feedback e-mails within 24 hours. We value your comments.

List Server

On the web site, at <http://osdbuweb.dot.gov/about/lists/lists.html>, there is also a *News By E-mail* service. On this page customers can subscribe to receive automatic e-mail announcements on conferences/outreach events, DBE program updates, *Transportation Link* postings, and news of general interest to the OSDBU community.

For More Information: please visit the DOT OSDBU web site at <http://osdbuweb.dot.gov>, call the NIC or Fax On-Demand system at (800) 532-1169, or contact us by fax at (202) 366-7538.

*Our mail address is:
U.S. department of Transportation
Office of Small and Disadvantaged
Business Utilization (OSDBU)
400 Seventh Street SW,
Room 9414
Washington, DC 20590*

Asian Pacific American Heritage Month



Jerry Yang
CEO of Yahoo! Inc.

May is Asian Pacific American Heritage Month and we would like to share a few sources of information on the contributions that Asian Americans have provided to our national heritage.

The National Park Service has a web page on Angel Island, an Immigration Station in San Francisco, California at <http://www.cr.nps.gov/nr/feature/asia/angel.htm>. Located in the San Francisco Bay, near the Tiburon Peninsula, Angel Island symbolizes to Americans of Asian heritage what Ellis Island symbolizes to Americans of European heritage who immigrated to the east coast. Poems carved into the walls of the Angel Island Barracks, can be seen at this California State Park that is a National Historic Landmark.

The Smithsonian Institute has a small web site on Asian Pacific History and Culture at <http://www.si.edu/resource/faq/nmah/asianam.htm>. Included are exhibits from the Smithsonian Center for Folklife and Cultural Heritage.

The Asian Pacific American Institute for Congressional Studies (APAICS) has a web site devoted to Asian Pacific American Heritage Month with profiles of prominent Asian and Pacific Americans. They also have a listing of related historical events that occurred during May. The web site is located at <http://www.abcfash.com/apa/>.



Courtesy of National Japanese American Historical Society

Anniversary of the U.S. Department of Transportation

During April we celebrated the 33rd anniversary of the U.S. Department of Transportation (DOT). President Lyndon Baines Johnson signed the legislation that established the U.S. Department of Transportation. At the signing ceremony he said that, "(Transportation) is one of the great building blocks in our preparation for the future...Transportation has truly emerged as a significant part of our national life. As a basic force in our society, its progress must be accelerated so that the quality of our life can be improved."

Secretary of Transportation, Rodney Slater, has emphasized that transportation is more than concrete and steel. It is about people and widening the circle of opportunity. Transportation plays a critical role in making our communities more livable.

Safety is President Clinton and Vice President Gore's highest transportation priority and the North Star by which the Department is guided and is willing to be judged. Our country has experienced great strides in reducing highway-related fatalities. Our aviation safety record continues to be the best in the world.

The Department of Transportation has accomplished very much in the last 33 years, but there is still much work to do.



How are we doing?

At OSDBU we value your input on how we are doing. In an effort to serve you better, we ask that you take a minute to fill out the attached feedback questionnaire. Your feedback will affect how we direct our efforts to serve you in the future.

You can copy this form, fill it out, and fax it back to us at (703) 848-0804. Or, you can fill it out electronically on our web site at <http://osdbuweb.dot.gov/about/feedback/feedbackjf.html>

Thank you for taking the time to provide your feedback.



CUSTOMER FEEDBACK QUESTIONNAIRE

Communication With the National Information Clearinghouse (NIC)

1. Where did you hear about the National Information Clearinghouse? (check answer/s)

Web Site ☐ Marketplace ☐ Conferences ☐ DOT ☐ State DOT ☐ News Letter ☐
Workshops ☐ White Pages ☐ SCORE ☐ Other Federal Agencies ☐ Other ☐

Yes No N/A

- | | | | |
|---|--------------------------|--------------------------|--------------------------|
| 2. The NIC was easily accessible through the toll free number (800-532-1169). | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. I received courteous service from the NIC representative. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. The NIC representative was able to answer my questions. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. The NIC representative forwarded to staff who could answer my questions. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. The NIC representative sent the requested materials within 3 business days. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Overall, the NIC representative provided me with timely and courteous service. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Use of Electronic Media

- | | | | |
|---|--------------------------|--------------------------|--------------------------|
| 8. I found the information I needed on the OSDBU web site. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. I use the web site _____ times per month. (Please insert number) | | | |
| 10(a). The web site is user friendly/easy to use. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10(b). I like the "new look" of the web site that went live in November 1999. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Information from the Fax-On-Demand service has been helpful. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. The Fax-On-Demand system is user friendly/easy to use. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Communication With the OSDBU Business Specialist.

- | | | | |
|--|--------------------------|--------------------------|--------------------------|
| 13. The Business Specialist was able to answer my questions. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. The OSDBU programs were explained to me clearly by the Business Specialist. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. If the Business Specialist was not immediately available, they returned my call within one business day. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. The Business Specialist was courteous. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Your Experience With Written Our Materials.

- | | | | |
|---|--------------------------|--------------------------|--------------------------|
| 17. The <i>Transportation Link</i> newsletter provides me with valuable information that is pertinent to my business needs. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. The <i>Marketing Information Package</i> contains information that is helpful in my efforts to market my small business within DOT. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. The <i>Procurement Forecast</i> provides me with useful contract information. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Other written materials supplied by the OSDBU office assists me in my efforts to participate in transportation-related contracting opportunities. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Results

- | | | | |
|--|--------------------------|--------------------------|--------------------------|
| 21. Did the information provided assist your firm win a prime or subcontract award at the federal, state or local level. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22. If yes, please advise the Dollar amount of the contract _____ (Please insert number). | | | |

Comments and Suggestions

Please fax or mail questionnaire to: 703-848-0804 or Base Technologies, Inc., 1749 Old Meadow Rd., McLean, VA. 22102

Alphatech Corporation: First in Technology, First in Service

Leading edge technology and web development are remarkably competitive markets, so how does a company obtain success? We asked CEO/President Kwang Ho Kim of Alphatech Corporation located in Arlington, VA.

This growing company was started in the basement of Mr. Kim's home in May of 1989. In the first year, they had gross revenues of approximately \$50,000.



They quickly outgrew his basement, then the garage, and are now located above the Court House metro area in Arlington, Virginia, a suburb of Washington, DC. Revenues last year escalated to \$16 million.

Alphatech Corporation provides Internet applications, development, network integration and, Information Systems Security Services. They also perform specialized information technology services. Above all, they provide intensive customer service. Thus their slogan, "First in Technology, First in Service".

Mr. Kim worked throughout his life in customer service oriented jobs. This experience helped him understand what it takes to have a successful company in a service industry. He makes the analogy of a weary business traveler who arrives at his hotel late at night to check-in. The person at the hotel reservation desk can make or break the frustrated traveler's morale simply by being customer oriented.

At Alphatech, they work hard to make a difference to their customers. His advice to new companies is "Focus on your customers and exceed their expectations".

Employees at Alphatech do exceed their customer's expectations and it's because "we hire the best!" Mr. Kim feels that what sets his company apart is, "...the outstanding staff we have. We are extremely careful in employee selection. We look for people who are outstanding in their technical backgrounds and have excellent reputations for customer service."

"By being employee oriented, Alphatech gets the best." They provide training reimbursements, profit sharing and numerous other incentives to entice and maintain their excellent staff. Focusing on their employees has been one of the ways Alphatech Corporation has improved business.

The primary focus of Alphatech is working as a team, with customers, to be the *Leading Edge* in the Web development industry.

Their clients include the Department of Transportation (DOT) Research and Special Programs Administration (RSPA),

the Department of Defense Defense Information Systems Agency, the Department of State, the Department of Commerce, the National Institute of Health and the Federal Emergency Management Agency. They are working aggressively with various other DOT offices, bidding on new opportunities all the time.

Mr. Kim was the recipient of the DOT 1999 Outstanding Minority Business Enterprise Award. He was inspired by Secretary Slater's speech at that award ceremony.

Alphatech acquired their 8(a) certification in 1992 and believes it helped in the early years as a program that is dedicated to minority and disadvantaged companies.

For a company of 150 employees, Mr. Kim sees Alphatech's future with solid growth and approximates revenues in the \$30-50 million range within 5 years.

With their focus on intensive customer service, they have a strong chance to meet that goal.

For more information on Alphatech Corporation, call (703) 243-8700, fax (703) 248-8226, e-mail at HQ@atcnet.com, or view their web site at www.atcnet.com



Small Business Week 2000

National Small Business Week, which is sponsored by the U.S. Small Business Administration (SBA), will be held from May 21 – 27, 2000. The estimated 25 million small businesses in America employ more than half the country's private work force, create two out of every three new jobs, and generate a majority of American innovations.

Small Business week recognizes outstanding small business owners for their personal achievements and their contributions to our nation's economy. One outstanding entrepreneur is selected to represent each state, the District of Columbia, Puerto Rico and Guam as the Small Business Person of the year. The national Small Business Person of the Year is chosen from this select group.

Small Business Advocates and Special Award Winners are also honored during Small Business Week.

For more information on Small Business week, view the SBA web site at <http://smallbusinesssuccess.sba.gov>

CALENDAR OF EVENTS FOR May/June 2000

| DATE | EVENT | CONTACT |
|---------------|--|---|
| May 24-25 | FAA West Coast 2000 Small Business Conference Oklahoma City, OK | Tom Needham or Liz Hood (800) 878-2940 x 237 or 227 tom@fbcdh.com or liz@fbcdh.com |
| June 12-14 | 33rd Annual Joint Industry/ SBA Procurement Conference/ Expo/ Awards Washington, DC | (202) 401-1624 http://www.sba.gov/gc/expo.htm |
| June 18-21 | FAA/AMAC Airport Diversity Business Conference Lake Buena Vista, FL | Donna Brady (703) 548-8806 |
| June 27-July1 | Society of Women Engineers National Conference: Beyond 2000 Exploring Perspectives Washington, DC | (818) 558-1278 swe@showtrax.com |

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